



Why didn't you answer that you were "Very Likely" to renew?
What could be done to improve your community?

SatisFacts

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Resident Relationship Management Services™

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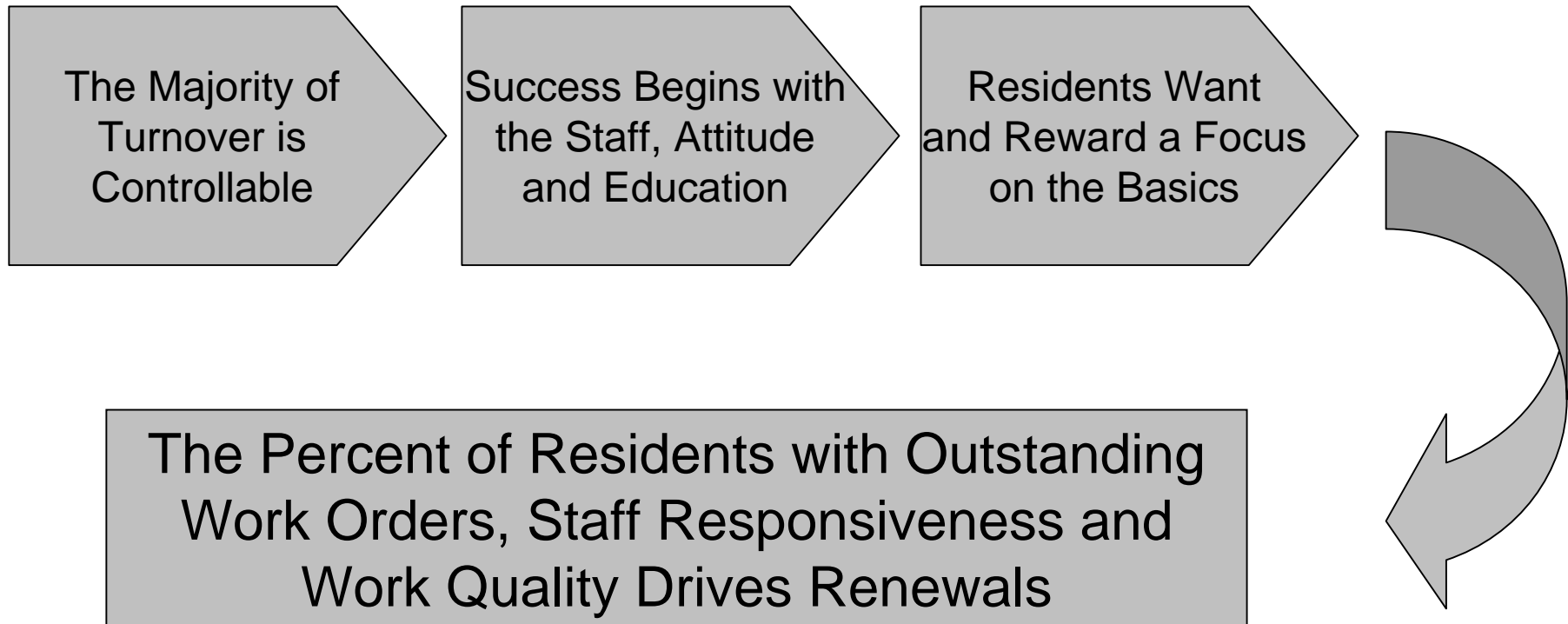
Turn Research Into Revenue™

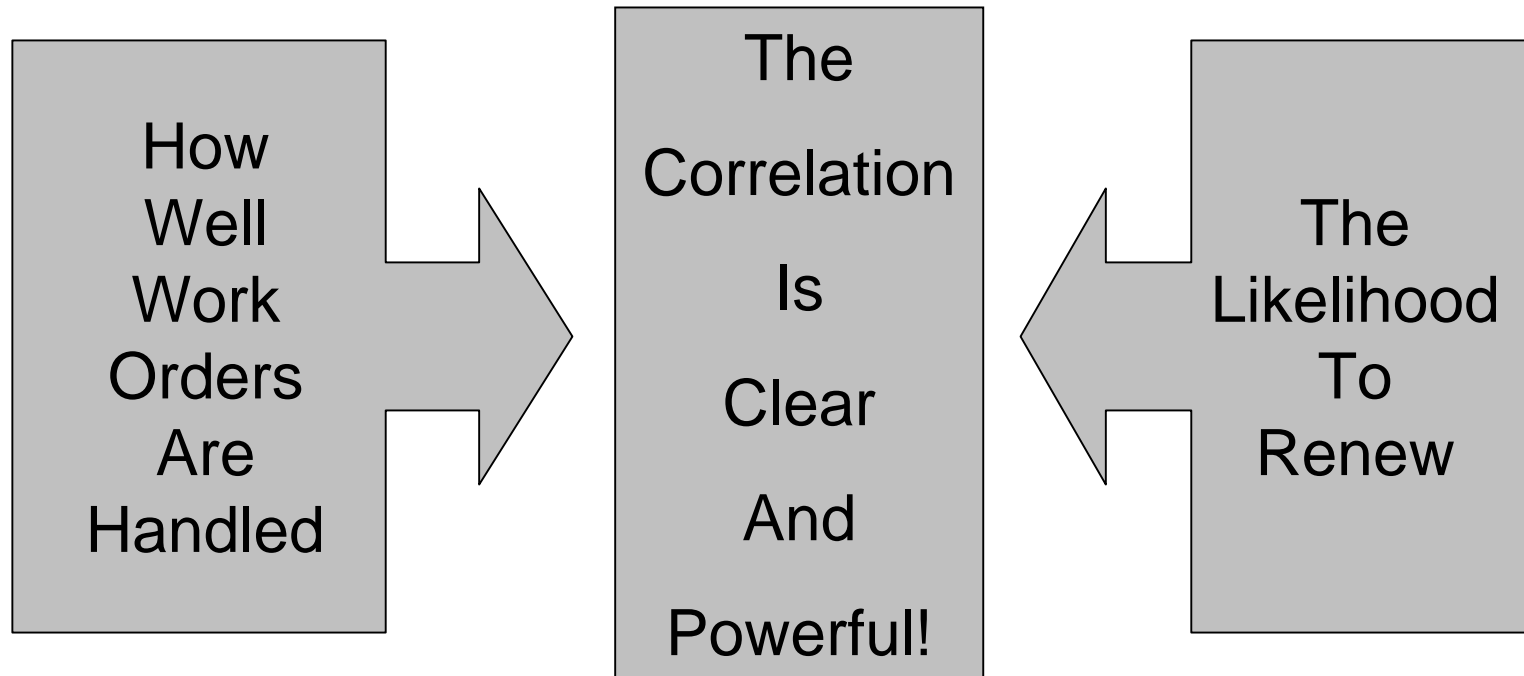
SatisFacts Resident Satisfaction Telesurveys: 2002 National Results Summary

**Presented By:
Doug Miller, President
SatisFacts Research, LLC**



Resident Relationship Management Research – The Big Picture

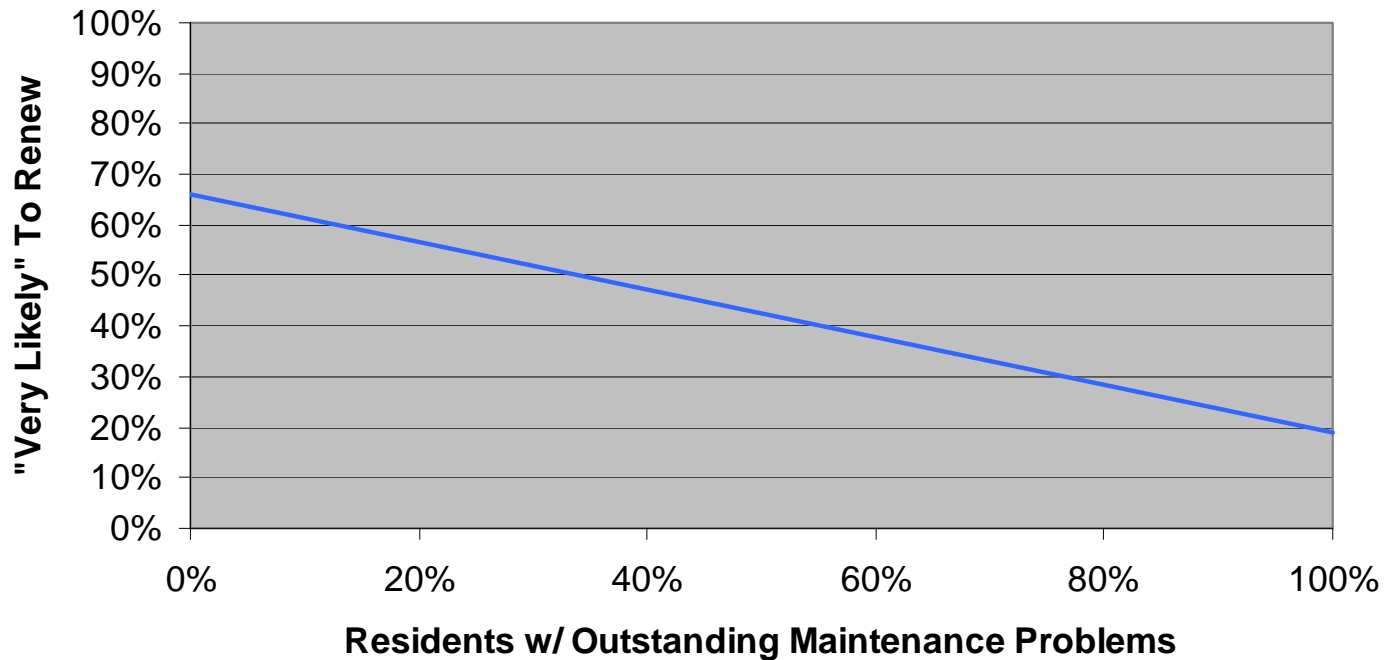






Correlation Between Renewals And How Service Requests Are Handled

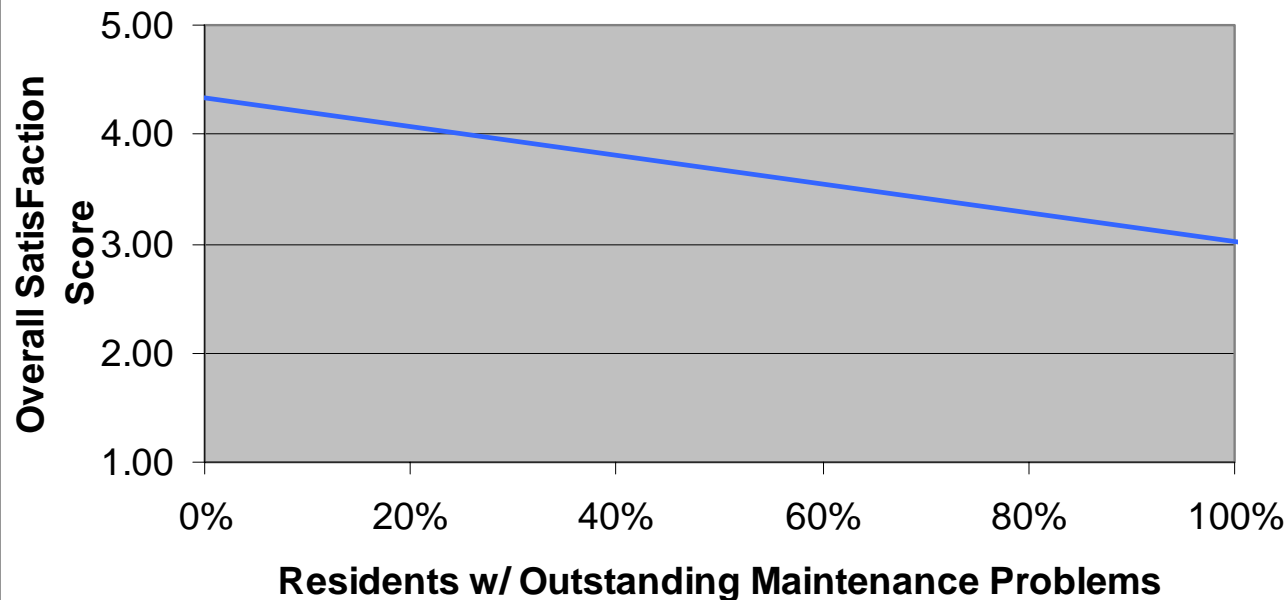
**Graph 1: Impact of Outstanding In-Unit
Maintenance Problems On Likelihood To Renew**





Correlation Between Renewals And How Service Requests Are Handled

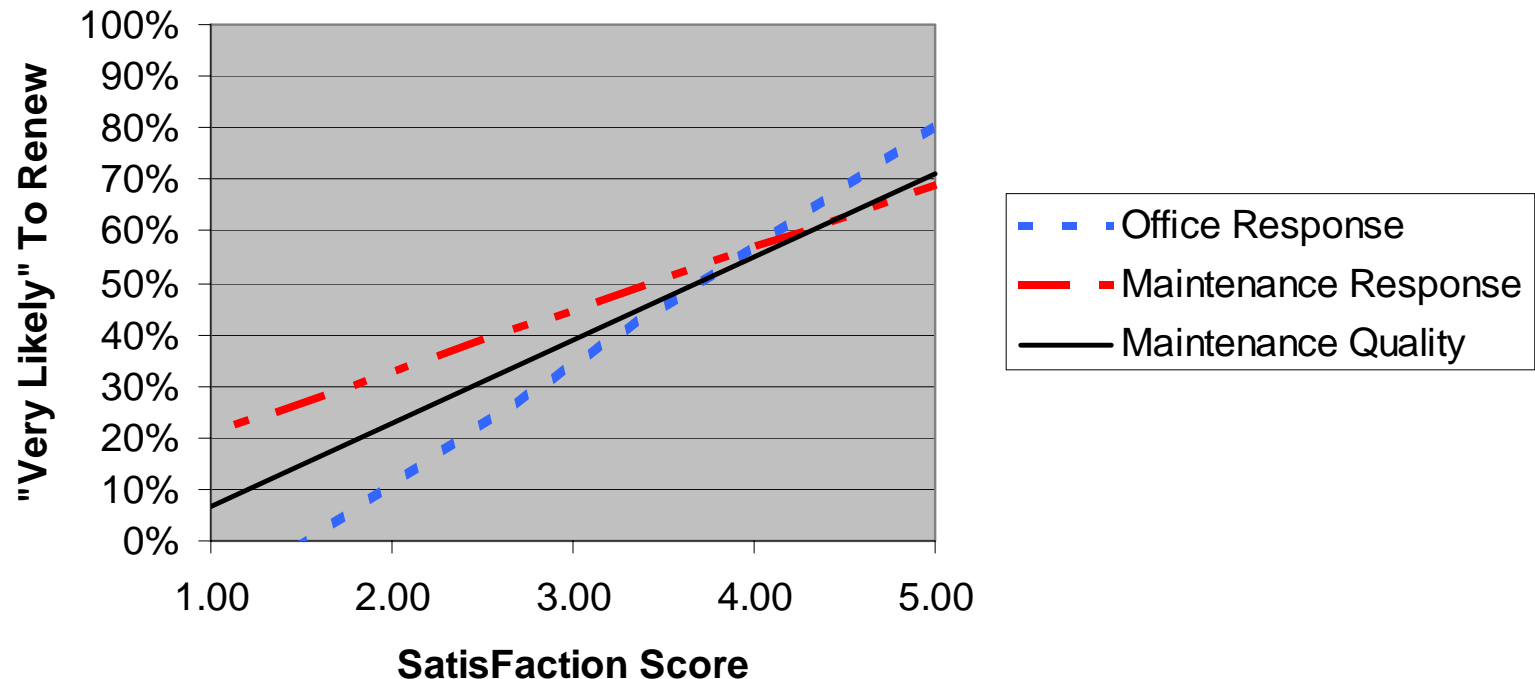
**Graph 2: Impact Of Outstanding In-Unit
Maintenance Problems On Overall Satisfaction**





Correlation Between Renewals And How Service Requests Are Handled

**Graph 3: Impact of Office and Maintenance
Response Time and Quality**





2002 National SatisFaction Scores

For Five-Point (1-5) Scaled Response Questions

Category		2002 Score	Comment	2001 Score
Maintenance Staff -	Courteous and Professional	4.25	Superior	4.12
Office Staff -	Courteous and Professional	4.24	Superior	4.10
Maintenance Staff -	Quality of work done	4.09	Superior	3.93
Office Staff -	Responsiveness and dependability	4.07	Superior	3.92
Exterior Curb Appeal, Issues -	Grounds, landscaping, building, lots	4.02	Superior	3.94
Apartment -	Appearance and Condition	3.97	Average	3.80
Maintenance Staff -	How quickly requests are handled	3.96	Average	3.80
Building Interiors -	Hallways, laundry facilities, lobbies, etc.	3.93	Average	3.76
Safety and Security -	Level of satisfaction	3.91	Average	3.92
Overall Average Score		4.06	Superior	3.92

Average SatisFaction Scores For 1-5 Scaled Response Questions (1 "Extremely Dissatisfied up to 5 "Extremely Satisfied")

Score Key: Under 3.00 Score = Warning, 3.00-3.49 Score = Red Flag, 3.50-3.99 Score = Average, 4.00-4.49 Score = Superior, 4.50-5.00 Score = Exceptional



2002 National SatisFaction Scores - Continued

For Percent Answering Yes To Yes/No Questions

Category		2002 Percent	2001 Percent
Maintenance Requests -	Percent who had maintenance requests in the past year	72.91%	N/A
Maintenance -	Maintenance problems still exist	20.71%	24.96%
Renewal Likelihood -	Percent citing "Very Likely" to renew	56.49%	51.76%
Referrals -	Percent who would recommend their community	88.94%	86.97%
Include Name -	Would you like to include your name with the survey?	79.97%	N/A







“Why Not Very Likely To Renew?” – Top Rated Reasons

	Rank	Category	Frequency	Last Year's Rank
	1	Buying Home	24.3%	1
	2	Relocation	17.5%	3
+	3	Rent Increase	6.9%	2
+	4	Rent-to-Value	6.0%	N/A
	5	Moving Home	4.6%	4
+	6	Office Responsive	3.4%	6
+	7	Neighbors	3.1%	11
+	8	Office Work Quality	2.8%	21
+	9	Maintenance Reponse Time	2.7%	7
+	10	Safety Community	2.7%	20
+	11	Maintenance - Quality of Work	2.6%	9
+	12	Office Courtesy	2.6%	8
	13	Apartment- Need Different Size	2.3%	14
+	14	Found Better Deal	2.3%	10
+	15	Safety - Neighborhood	2.1%	N/R
+	16	Community Cleanliness	1.9%	16
+	17	Safety Gate	1.9%	N/R
+	18	Community Parking	1.5%	13
+	19	Apartment - Condition	1.4%	N/R
	20	Can't Afford	1.3%	N/R



“Why Not Very Likely To Renew?”:

Summary Of Controllable Non-Renewal Reasons

Summary Of Controllable Non-Renewal Reasons:	65.3%	
Staff Related	16.1%	
Staff Controllable	21.9%	
Management Financial Issues	12.9%	
Property Improvement Issues	7.2%	
Apartment Feature/Appearance Related	7.2%	

Staff Related	16.1%
Office Responsiveness	3.4%
Office Quality of Work	2.8%
Maintenance Response Time	2.7%
Office Courtesy	2.6%
Maintenance Quality of Work	2.6%
Maintenance Courtesy	0.7%
Custodian Response Time	0.5%
Custodian Quality of Work	0.5%
Custodian Courtesy	0.3%



Summary Of Controllable Non-Renewal Reasons:

Staff Controllable	21.9%
Neighbors	3.1%
Safety - Community	2.7%
Found Better Deal	2.3%
Apt/ Need Different Size	2.3%
Safety - Neighborhood	2.1%
Community Cleanliness	1.9%
Community Parking	1.5%
Can't Afford	1.3%
Safety - Building	1.3%
Apt/ Pests/Bugs	0.9%
Pets/ Problems	0.6%
Pets/ Mess	0.5%
Community Laundry	0.3%
Community Fitness Center	0.3%
Community Construction	0.3%
Community Social Activity	0.2%
Community Services	0.2%
Pets/ Not Accepted	0.1%



Summary Of Controllable Non-Renewal Reasons:

Management Financial Decisions	12.9%
Rent Increase	6.9%
Rent-to-value	6.0%
Property Improvement Issues	7.2%
Safety-Gate	1.9%
Safety-Fencing	1.0%
Community Landscaping	0.7%
Community Lighting	0.7%
Community Quality	0.6%
Community Halls/Lobbies	0.6%
Community Building Exteriors	0.4%
Community Pool	0.4%
Utilities	0.3%
Community Recreational Facilities	0.2%
Community Playground	0.2%
Community Elevators	0.1%
Community Other Facilities	0.1%



Summary Of Controllable Non-Renewal Reasons:

Apartment Feature/Appearance Related	7.2%
Apt/ Condition	1.4%
Apt/ Space, Design	1.0%
Apt/ Appearance	0.9%
Apt/ Carpeting	0.9%
Apt/ Kitchen Appliances	0.6%
Apt/ Painting	0.5%
Apt/ Flooring	0.4%
Apt/ Kitchen Cabinets	0.4%
Apt/ Air Conditioning	0.4%
Apt/ Windows	0.3%
Apt/ Heating	0.1%
Apt/ Windows Treatments	0.1%
Apt/ Color Scheme	0.1%
Apt/ Washers and Dryers	0.1%



How To Improve The Community – Top 20 Specific Suggestions

	Rank	Category	Frequency	Last Year's Rank
+	1	Community Parking	8.2%	1
+	2	Better Residents	7.2%	5
	3	Lower Rent	7.0%	2
+	4	Safety - Gate	6.5%	N/A
+	5	Community Cleanliness	6.2%	3
+	6	Safety - Community	5.7%	7
+	7	Office Responsive	4.3%	6
+	8	Maintenance Responsive	4.2%	4
	9	Safety - Neighborhood	4.1%	11
+	10	Office Work Quality	3.4%	N/R
+	11	Maintenance Work Quality	3.4%	9
+	12	Safety - Building	3.2%	8
+	13	Community Landscaping	2.8%	13
+	14	Office Courtesy	2.6%	10
+	15	Safety - Fencing	2.5%	N/A
+	16	Pets - Mess	2.5%	N/R
+	17	Apartment - Carpeting	2.2%	16
+	18	Community - Fitness Center	2.0%	N/A
+	19	Apartment - Painting	2.0%	19
+	20	Pets - Problems	2.0%	N/R



How To Improve The Community – Suggestions By Category

Staff Related Recommendations	20.4%
Office Responsiveness	4.26%
Maintenance Response Time	4.18%
Maintenance Quality of Work	3.36%
Office Quality of Work	3.36%
Office Courtesy	2.60%
Maintenance Courtesy	0.97%
Custodian Quality of Work	0.89%
Custodian Reponse Time	0.77%
Custodian Courtesy	0.03%



How To Improve The Community – Suggestions By Category

Property Management Issues Under Staff's Control	51.3%
Communitiy Parking	8.24%
Better Residents	7.16%
Safety - Gate	6.48%
Community Cleanliness	6.15%
Safety - Community	5.69%
Safety - Neighborhood	4.05%
Safety - Building	3.23%
Pets/ Mess	2.49%
Pets/ Problems	1.95%
Community Laundry	1.71%
Community Social Activities	1.44%
Apartment Extermination	1.27%
Community Services	0.82%
Include Utilities	0.57%
Pets/ Accept	0.04%
Management Financial Decisions	7.0%
Lower Rent	7.02%



How To Improve The Community – Suggestions By Category

Apartment Related Recommendations	13.2%
Apt/ Carpeting	2.23%
Apt/ Painting	1.97%
Apt/ Kitchen Appliances	1.59%
Apt/ Appearance	1.55%
Apt/ Condition	1.39%
Apt/ Flooring	1.07%
Apt/ Space, Design	1.03%
Apt/ Kitchen Cabinets	0.97%
Apt/ Air Conditioning	0.66%
Apt/ Windows	0.60%
Apt/ Washers and Dryers	0.04%
Apt/ Heating	0.03%
Apt/ Color Scheme	0.03%
Apt/ Window Treatments	0.02%



How To Improve The Community – Suggestions By Category

Property Improvement Issues	18.1%
Community Landscaping	2.84%
Safety - Fencing	2.51%
Community Fitness Center	1.99%
Community Pool	1.70%
Community Lighting	1.61%
Community Quality	1.51%
Community Halls	1.35%
Community Recreation Facilities	1.27%
Community Playground	1.25%
Community Building Exteriors	0.99%
Community Elevators	0.56%
Communtiy Lobbies	0.47%
Community Other Facilities	0.04%



What Does It All Mean?

- A focus on the basics of property management is what residents are looking for.
- Taking care of basic needs does impact retention.
- The fact that 65% of turnover is controllable supports this.
- Also confirmed by client survey results.



- So, what do residents want?
 - To be cared for by a courteous, capable, dependable and responsive staff.
 - To have work orders handled promptly and properly.
 - Save the \$ spent on social activities, move-in gifts, newsletters, etc. and use it to help fund:
 - Hiring extra maintenance staff.
 - Investing in systems to improve staff efficiency.
 - Programs to educate leasing associates on how to effectively “take” service requests, including the key questions to ask residents.



- To be able to park their car near their home.
- To live in a clean and well maintained building.
- To have clean and well maintained common areas and landscaping.
- To have clean and operable laundry facilities.



- To feel reasonably safe and secure in their home and in the community.
- To have facilities and services that are in good operational condition (elevators, security gates, pools, etc.).
- To have an apartment home that is in the best condition possible – and one that they take pride in.
- And, to feel that they receive a good value for the rent they pay.